

Colchester Dog Park Subcommittee Minutes
May 19, 2009
7:00 PM
Skyview Realty, Hayward Avenue

Attendance: Keith Kelley, Amanda Nelson, Tom Nelson, Jay Cohen, Jack Faski, Tina Good, Janice Felciano, Kathryn Noel, Ginny Rogowski, Carol Small, Kim Previti

1. Call Meeting to Order – 7:05PM

- 2. Citizen Comments** – Tina mentioned that the Ice Cream shop in Hebron holds a Dog event on Tuesday nights starting at 6:30pm and they have free ice cream for the dogs. The name of the business is The Ice Cream Stop and it is located on route 85 in Hebron (little plaza next to Wild Bill's).

- 3. Approve minutes** – for April 14th, , Approved by general consent with the addition of the CES event on June 6th.

- 4. Treasurer Report (Amanda)** - \$231.85 has been donated to date.

5. Marketing Report (Tom) –

- a. Tina was able to get Xerox to donate the printing of 2000 fliers and will see about getting more printed.
- b. Tina asked for more help in distributing fliers to businesses and keeping the flier holders full. Each committee member took a couple of brochure holders and sets of fliers and will help distribute them around town. In order to prevent members from overlapping and repeatedly contacting the same businesses Tina will maintain a mast list of what businesses have been contacted and members will notify Tina via e-mail when they have contacted businesses.
- c. Jack suggested we talk to the Senior Center about getting their assistance in folding the fliers, Jack will contact the Center Director to ask for assistance.
- d. Kathryn suggested that we could possibly distribute fliers to the school so that students could take them home. Jay will contact the Superintendant to get approval for doing this. Tom will also create a single page flier that would be easy to print and distribute to the school. Once we have approval and brochures are printed Kathryn can help get them to the school, we will have to work quickly on this task in order to get them out before the end of the year.
- e. Kim suggested that we do a mail merge with the CBA member list and the letter that Carol has written and send this letter out via e-mail to the businesses in town asking for donations to the Dog Park.

6. Development Report (Keith)

- a. **Planning and Zoning Commission meeting** – Keith gave a report to the committee about the Planning and Zoning Commission meeting that was held April 22nd. Keith presented Dog Park plot plan and presentation to the Commission detailing the Dog Park Committee's plans for constructing the park. This presentation included the work that will need to be done to the driveway and parking area in order to meet the town's requirements for an unpaved driveway. The Planning and Zoning Commission were satisfied with the planning that has been done by the Dog Park Committee and approved the plot plan for the Dog Park.
- b. **Final Plan** – In order to get final approval for the Park, the Dog Park Committee needs to complete the Project Plan and present this completed plan to the Board of Selectmen. Keith has sent out the Project Plan to the committee to review and provide feedback, if you would like to review a copy of the plan or have feedback please contact Keith or Jay.
- c. **Budget** – We have estimates for most of the work needed to build the park, Keith will contact local contractors to get estimates on grading the driveway and parking area so that we can finalize the budget.
- d. **Board of Selectman meeting** – The Dog park committee will finalize the project plan and budget so that they are ready to present to the Board of Selectmen at the end of June or July.

7. Events Report (Ginny and Carol)

- a. **Westchester Expo April 25th at Westchester Congregational Church** – The committee attended this event and had a table, the attending members handed out fliers and talked to people about the park. Attendance was small, but we were able to start getting the word out to the public.
- b. **CES (Colchester Elementary School) Fun Fair June 6th** –
 - i. Carol is asking for more volunteers to man the booth.
 - ii. Carol also brought up the idea of creating simple stickers out of mailing labels that can be given out to children attending the event. Keith has some Avery label sheets that he is not using and will donate them, Tom will create a sticker template using the logo and the website address.
 - iii. Carol was able to get a stuffed dog (Chester) donated to the committee so that we can have the stuffed dog at events where we can't have our dogs.
 - iv. The committee also discussed and all agreed that we would like to have dog biscuits at our booth so that we can hand them out to any dogs and even sell bags of biscuits.

- v. Keith has a canopy and folding tables that can be used for events.
- c. **Colchester Rabies Clinic – June 13th at Firehouse on Old Hartford Rd (10AM – Noon)**
- d. **Tag Sale on the Green (CBA) - June 14th with a rain date of June 28th**
 - i. Carol is asking for more volunteers to man the booth.
- e. **Other events?**
 - i. No other events are currently scheduled.

8. Fund Raising Report

a. Dog Walkathon

- i. Tom and Amanda have volunteered to plan and coordinate a walkathon event.
- ii. Jay suggested we also contact the Doggie Disc and Flydog group to coordinate this annual event with the walkathon.
- iii. The committee agreed by general consent that a subcommittee would be created, led by Amanda and Tom, this subcommittee has the backing of the Dog Park committee to plan a walkathon event. Location, date and details of the event will be documented in a Fund Raising plan.

b. New Proposal's or ideas?

- i. Ginny suggested that we have a Wine Tasting event to raise money for the Park
- ii. Carol suggested we contact Harries to see about holding a Dog Park event at Harries, where we would advertise and have a booth and help out at Harries and the committee would get a donation for Hotdog sales.
- iii. Jay brought up that if the committee wanted to we could do the concession sales at one of the Concert on the Green events, several members were not in favor of doing this at this time due to the challenges of getting volunteers to man the events we already have planned and the challenges associated with concession sales.

9. Next Steps

- a. Update Project Plan
- b. Finalize Budget
- c. Present Final Plan to Board of Selectmen for approval

10. General Comments

11. Next Meeting – June 9, Town Hall at 7PM